

## CANDIDATE ADVERTISEMENT AGREEMENT FORM

See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

I, People Who Think, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE 

☐

FEDERAL CANDIDATE

☒

STATE OR LOCAL CANDIDATE

### ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Charles W. Herbster

Authorized committee:

Herbster for Nebraska

Agency requesting time (and contact information):

☐ N/A People Who Think, Contact: Laurie Mayeux 985-377-7159 or laurie@peoplewhothink.com

Candidate's political party:

Republican

Office sought (no acronyms or abbreviations):

Nebraska Governor

Date of election:

May 10, 2022

☐

General

☒

Primary

Treasurer of candidate's authorized committee:

James Houlihan

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):

☒

the candidate listed above who is a legally qualified candidate, or

☐

the authorized committee of the legally qualified candidate listed above;

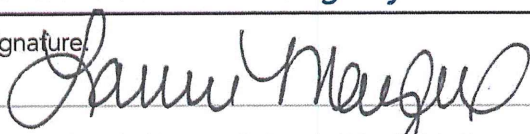
(2) this station is authorized to announce the time as paid for by such person or entity; and

(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

#### Candidate/Committee/Agency

Signature:



Name: Laurie Mayeux @ People Who Think (Agency)

#### Station Representative

Signature:

Melanie L Stockman

Name:

Melanie Stockman

Date of Request to Purchase Ad Time:

7/7/21

Date of Station Agreement to Sell Time:

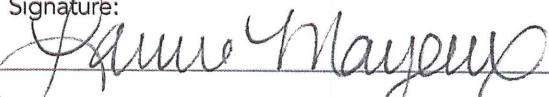
7/8/21

**Federal Candidate Certification:**

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast and that the candidate and/or the candidate's authorized committee paid for the broadcast or if radio programming, contains a personal audio statement by the candidate that identifies the candidate, the office being sought and that the candidate has approved the broadcast.

**Candidate/Authorized Committee/Agency**

Signature:



Name: Laurie Mayeux @ People Who Think (Agency)

Date:

7/7/21

**TO BE COMPLETED BY STATION ONLY**

Ad submitted to Station?

☒

Yes

☐

No

Date ad received: 7/8/21

**Note: Must have separate PB-19 Forms for each version of the ad (i.e., for every ad with differing copy).**

Federal candidate certification signed (above):

☐

Yes

☐

No

☒

N/A

Disposition:

☒

Accepted

☐

Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)\*

☐

Rejected – provide reason:

\*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag):

Contract #:

see attached

Station Call Letters:

K6FW-AM

Date Received/Requested:

7/8/21

Est. #:

Station Location:

see attached

KEARNY,  
NEBRASKA

Run Start and End Dates:

see attached

Upload order, this form and invoice (or traffic system print-out) or other documents reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.



## Contract

Statenets Platinum  
Attn: Dave Martin  
2601 Northwind Drive  
Richmond VA 23233

Order #	Ver #	Rev #	# Wks	Page #
19450	0	3		1
Date	Time	Start	End	
7/8/21	7:58:55AM	7/5/21	7/25/21	
Advertiser		Product		
Herbster for Governor		Charles W Herbster (19450)		
Salesperson		Salesperson Phone #		Demos
* Statenets				
Sales Office		Agency Phone #		Survey
Leaffield		(804)364-3075		

Line #	Vehicle	Days & Times	Jul 5	Jul 12	Jul 19	Jul 26	Aug 2	Aug 9	Aug 16	Aug 23	Aug 30	Sep 6	Sep 13	Sep 20	Sep 27	Total Units	Len	Unit Rate	Extended Total
1	Brownfield Nebraska	M-F 6A-7P		3	19											22	30	437.00	9614
2	Brownfield Nebraska	Mo-Th 6AM-7PM			9											9	30	437.00	3933
	Totals		3	19	9											31			13547
Weekly Units			3	19	9	0	0	0	0	0	0	0	0	0	0	31			
Weekly Gross \$			1311	8303	3933														13547
Total Gross:			\$13,547.00			Agency Commission:			\$2,032.05			Total Net			\$11,514.95				

Accepted for Leaffield Communications:

Accepted for Agency (and Media Buying Service, if any) as Agent for the Advertiser:

Name \_\_\_\_\_

Title \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

Advertiser agrees that network may exercise its right and responsibility to approve all creative submitted by advertiser and refuse to air any creative found to be of questionable truth or accuracy.

Cancellation /Change Clause: 21 days prior to broadcast schedule start. Advertising schedule may be cancelled or changed by any party provided that notice in writing is received 21 days before the scheduled broadcast date. If the cancellation/change is made less than 21 days of the scheduled start date by the Advertiser, the Advertiser will be charged and the Advertiser shall pay the Broadcaster at the rate appropriate to the number of advertisements booked before such a cancellation becomes effective.

Leaffield Communications, Inc., 505 Hobbs Road, Jefferson City, MO 65109  
P 573/893-7200 F 573/893-2321 www.leaffield.com

8/18





## Contract Summary

StateNets Platinum  
 Attn: Dave Martin  
 2601 Northwind Drive  
 Richmond VA 23233

Contract Summary					
Advertiser Herbster for Governor	Product Charles W Herbster (19450)	Order #	Ver #	Rev #	# Wks
		19450	0		3
Salesperson * Statenets	Salesperson Phone #	Date 7/8/21	Time 7:58:55AM	Start 7/5/21	End 7/25/21
		Demos			
Sales Office Leaffield	Agency Phone # (804)364-3075	Survey			

Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Qtr 3 2021	Qtr 4 2021	Qtr 1 2022	Qtr 2 2022	Total Units
Brownfield Nebraska 13,547	0	0	0	0	0	0	0	0	0	0	0	13,547				13,547
All Vehicles - Total Gross																
13,547																
All Vehicles - Total Units																
31																

Air Time Gross:	\$13,547.00	Agency Commission:	\$2,032.05	Total Net	\$11,514.95
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